

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A method of inputting data into a qualitative research tool, the method comprising the step of
5 inputting the data in association with a heading.
2. A method as claimed in claim 1, wherein the heading is a concept heading.
3. A method as claimed in claim 2, wherein the concept heading comprises a
10 concept and predecessor concept.
4. A method of inputting data into a qualitative research tool, the method comprising the step of
Inputting the data in association with a sample.
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5. A method as claimed in claim 4, wherein the sample is a respondent.
6. A method as claimed in claim 4, wherein the sample is a sub-sample.
- 20 7. A method of inputting data into a qualitative research tool, the method comprising the step of:
Inputting the data in Commentary format, such as an AVI format.
8. A method as claimed in claim 7, wherein the AVI format represents
25 Articulation, Verbatim or Interpretation (AVI).
9. A method as claimed in claim 7 or 8, wherein
Articulation, substantially what the research participant said, preferably
expressed in the words of the researcher.
- 30 Verbatim, substantially a reproduction of substantially all, or a
representative part, of a respondent's comment, such as a direct quotation from a
research participant, and

Interpretation, substantially the researcher's observations, interpretations and conclusions on what the research participants said.

10. 10. A method of analysing data input into a qualitative research tool, the method comprising the step of analysing the data input in accordance with commentary, such as AVI.
11. 11. A method as claimed in claim 10, wherein the step of analysing is conducted as the data is gathered.
12. 12. A method as claimed in claim 10 or 11, further including the step of: marking-up on an originally imported document.
13. 13. A method as claimed in claim 12, wherein the mark-up is conducted as research is conducted.
14. 14. A method as claimed in claim 12 or 13, wherein the marking-up enables data to be allocated to a selected heading or commentary, such as AVI.
- 20 15. 15. A method of inputting data into a qualitative research tool, the method comprising the step of: defining relationships between data, based on unique indicia.
- 25 16. 16. A method as claimed in claim 15, wherein the indicia represents a problem statement; brand and/or picture.
17. 17. A method of arranging data in a qualitative research tool, the method comprising the step of: providing an analysis frameworks for inputting, analysing and/or 30 Interpreting research findings wherein the framework has a hierarchical structure.

18. A qualitative research tool, said tool including:
processor means adapted to operate in accordance with a predetermined
instruction set,
said tool, in conjunction with said instruction set, being adapted to perform
5 the method as claimed in any one of claims 1 to 17.
19. A computer program product including:
a computer usable medium having computer readable program code and
computer readable system code embodied on said medium for facilitating
10 qualitative research analysis in conjunction with a data processing system, said
computer program product including:
computer readable code within said computer usable medium for
performing the method as claimed in any one of claims 1 to 13.

15 20. A schema as herein disclosed.

21. A data model as herein disclosed.